

City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 25, 2014

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: RASHAD M. YOUNG, CITY MANAGER

SUBJECT: RECOMMENDED REVISIONS TO DRAFT CIVIC ENGAGEMENT HANDBOOK, IMPLEMENTATION PLAN, AND RESOLUTION TO ADOPT POLICY ON CIVIC ENGAGEMENT

ISSUE: In response to community and staff comments, revisions to January 14, 2014 City Council review of Draft *Alexandria's Civic Engagement Handbook*, Implementation Plan, and Resolution to Adopt Alexandria's Policy on Civic Engagement for public hearing and adoption.

RECOMMENDATION:

That City Council consider the recommended revisions to the January 14, 2014 review of *Alexandria's Handbook for Civic Engagement* and Civic Engagement Implementation Plan, hold a public hearing, and after the public hearing adopt the attached revised Resolution establishing as city policy the concepts contained in these documents, and direct the City Manager to implement these civic engagement policies.

BACKGROUND:

The attached comments and suggestions (Attachment 1) from 4 members of the community were received in response to the December 2013 posting of the draft *Alexandria's Handbook for Civic Engagement*, draft Implementation Plan, and draft Resolution.

RECOMMENDED REVISIONS

HANDBOOK

There were a limited number of comments related to the Handbook, resulting in the below recommended edits. If Council approves, the following changes would be made to the final approved Handbook.

1. All non-substantive changes (i.e., punctuation, grammar, hyperlinks etc.) resulting from public comments and staff review will be incorporated into the final document.

2. Add the following “action” to the Transparency principle: “Share City responses to community comments with the individuals who submitted them.”
3. Acknowledgements section: remove members of boards and commissions from the Community participants list and add them to a new Boards and Commission members section; remove City staff to the City Staff section; remove name as requested.
4. Add DRAFT to all evaluation forms, with note that the Office of Performance Accountability (OPA) will work with staff to refine forms and include performance ratings vis a vis the Civic Engagement Principles.

DRAFT RESOLUTION AND IMPLEMENTATION PLAN

Comments on the draft Resolution and draft Implementation Plan originated from one community member. These comments emphasized that the Principles for Civic Engagement are the foundation for civic engagement in Alexandria, and that the resulting processes are built upon them; therefore, this commenter proposed that their importance be made more clear to the community through the suggested edits to the resolution, posting the Principles in public spaces, and ensuring that they are a central part of all communications and branding of the effort. In addition, this person suggested clarifications to the implementation plan with regard to funding and structural organization for implementation.

Proposed revisions to the implementation plan and resolution as a result of these comments are provided in Attachments 2 and 3.

ATTACHMENTS

1. Community comments and suggestions on the December 2013 revised draft, implementation plan, and resolution.
2. Recommended revisions to Civic Engagement Implementation Plan
3. Recommended revisions to Resolution

STAFF:

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